

parking garage. Also, two of the water features on the Mall will be replaced, the Cloud Fountain with another form of public art, and the Bubbling Fountain with a new water feature.

The design plans for the Main Street Pedestrian Mall

RDP Honors Achievements

On Thursday, February 22nd at the Marriott Riverside, RDP recognized a number of downtown achievements and two very special people.

The Improvement Award was presented by Mike Grabendike to Tom Boyd of the City of Riverside Public Works for the Orange Square Parking Garage.

The Arts and Culture Award was presented by John Worden to Kathy Allavie and Phyllis Crabtree of the Art Alliance of the Riverside Art Museum for the Giant Orange ArtVenture.

The Public Event Award was presented by Helene Luley to John Worden and Virginia Fessunoff of the Mission Inn Foundation for the Mission Inn Run.

The Business Activity Award was presented by Marcia Campbell to Alan Mruvka of The Alan Mruvka Company for the conversion of the Marketplace Theater to Maric College.

The Safety and Security Award was presented by Chuck Beaty to Ralph Nunez, Director of City of Riverside Park, Recreation, and Community Services Department, and to Lieutenant Chuck Griffiths, Area Commander for the Riverside Police Department for Fairmount Park.

Geraldine “Gerry” Bowden was selected by the Hord Family to receive the Roy Hord “Volunteer of the Year” Award established by RDP in his memory. Jo Hord presented the award in recognition of Gerry’s many years of volunteer service to a number of community groups.

Russ Walling was selected to receive the RDP Chair’s award. Don Tucker presented the award in recognition of Russ’s support and contributions to RDP and the downtown.

As part of the Annual Meeting proceedings, outgoing Board member, Mark Rubin, was thanked for his service. Don Tucker passed the gavel to incoming Chair, Mike Grabendike. New Board members, Dale McNair, Dennis Morgan, and Bonnie Tovaas

are on both the city’s Web site, [www.riversideca.gov](http://www.riversideca.gov), and on RDP’s Web site, [www.riversidedowntown.org](http://www.riversidedowntown.org).

RDP will provide information on the other Riverside Renaissance projects as it becomes available.

were welcomed, as were all of the returning Board members. A full list of the Board of Directors is shown on the back page of the BID Bulletin, as well as on the RDP Web site, [www.riversidedowntown.org](http://www.riversidedowntown.org). A special thanks to our sponsors which included:

Cash and in-kind contributors:

- Marriott Riverside • PIP Print • Galleria at Tyler
- Argosy University • Chuck Beaty • Marcia Campbell • Russ Walling • Wilson Creek Winery

Opportunity drawing donors:

- Back to the Grind • Biokorium Day Spa and Pharmacy • California Riverside Ballet • Ciao Bella • CinemaStar Theater • Citrus Punch Designs (Tony & Wilma Burton) • Creative Metalworks (Bill Gardner) • Dave & Busters • Division 9 Gallery
- Farmer Boys • Friends of the Riverside Public Library • Galerie de Fleur • Galleano Winery
- Inland Empire National Bank (Bonnie Tovaas)
- La Cascada • March Field Air Museum • March Joint Powers Authority • Maria’s Antiques • Mario’s Place • Market Broiler • Mission Galleria • Mission Inn Foundation • Mission Inn Hotel & Spa • Mrs. Tiggy Winkles • N&W Antonious Pizza & Café/Tony’s Lunchbox • Oak Quarry Golf Club • Old Spaghetti Factory • Olio’s Ristorante • Performance Riverside
- Riverside Art Museum • Riverside Arts Council
- Riverside Community Arts Association • Riverside Community Players • Riverside County Philharmonic Orchestra • Riverside Metropolitan Museum
- Riverside Plaza/Trader Joe’s • Riverside Visitors enter • Sevilla • Simple Simons • Soul Dout Clothing & Accessories • Sunwest Publishing Company
- Tamale Factory • The Cheesecake Factory
- The Coffee Bean & Tea Leaf (Store #248)
- Vintage Vaults

Special thanks to Helen Luley, Chase Photography, S4G Music and all who attended this special affair. Pictures will be available for viewing online at [www.RiversideDowntown.org](http://www.RiversideDowntown.org) soon.

BUSINESS BUZZ

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Web sites:

**Small Business Administration**  
(<http://www.sbaonline.sba.gov/>)

**Business.gov** (<http://www.business.gov/>)  
Guides you through the maze of government rules and regulations and provides access to services and resources to help you start, grown and succeed in business.

**Small Business and Self-Employed: One Stop Resource.** (<http://www.irs.gov/businesses/small/>)  
This site provides a one-stop guide for employers to federal, state tax, and wage reporting information. It walks employers through the process of starting a business, hiring employees, and understanding reporting requirements.

**AllBusiness: Champions of Small Business.**  
(<http://www.allbusiness.com/>)  
The “Business Advice” section provides hundreds of how-to articles, expert advice, and downloadable (fee based) business forms and agreements.

**BPlans: Business Plans Made Easy.**  
(<http://www.bplans.com/>)  
Over 50 free sample business plans and marketing plans from Palo Alto Software, maker of Business Plan Pro.

**SCORE.** (<http://www.score.org/>)  
Counselors to America’s Small Business.

**Footnotes:**  
1) Center for Women’s Business Research. [http://www.womensbusinessresearch.org/assets/423\\_california2006factsheet.pdf](http://www.womensbusinessresearch.org/assets/423_california2006factsheet.pdf)

2) Center for Women’s Business Research  
[http://www.cfwbr.org/assets/513\\_riversidesanbernardinoont.pdf](http://www.cfwbr.org/assets/513_riversidesanbernardinoont.pdf)

**Upcoming Workshops:** (All located in the Riverside Public Library Auditorium at 3581 Mission Inn Avenue.)  
For more information or to register call (951) 826-5212.

- **Saturday March 10th.**  
**CA\$HING IN ON GREAT IDEA\$:** A Workshop for Inventors, Innovators, Entrepreneurs, and Small Business People. (A step-by-step process on how to turn a creative idea into a commercial success).  
FREE (10 a.m. - 1:30 p.m.)
- **Wednesday March 14th.**  
**Developing a Winning Business Plan.**  
SCORE workshop presented by Carl Woodard.

Finally, in the coming months I will be offering free workshops for small business owners, where I will review and demonstrate Web sites helpful to small and home-based business entrepreneurs.

Jeff Lambert can be reached at (951) 826-5212 or email [jmlambert@riversideca.gov](mailto:jmlambert@riversideca.gov).

RDP Welcomes the following businesses to downtown Riverside

- Citrus Punch Designs Inc.
- Law Offices of Greg Tuss

- Fidelity Family Holdings Inc.
- Pam Holmes, Hair Stylist

BUSINESS BUZZ

There’s no business like “Small Business”

Contributed by Jeff Lambert  
Business Services Manager for the Riverside Public Library

Did you know that there are over 3.5 million small businesses based on California? According to the Small Business Administration’s Office of Advocacy, small businesses make up 99.2 percent of all California employers. Home-based businesses now account for more than 50 percent of all small businesses.

“Among the 50 states and Washington, DC, California ranks 1st in the number of privately-held majority (51% or more) women-owned firms in 2006, 1st in employment, and 1st in sales”.<sup>1</sup> (footnote) There are approximately 960,900 minority-owned businesses and 817,600 women-owned businesses in California, and the vast majority of them are small businesses.

As of 2006, there are almost 120,000 privately held, (50% or more women-owned firms) in Riverside-San Bernardino-Ontario, generating more than \$23 billion in sales. According to the Center for Women’s Business Research, between 1997 and 2006 the number of these firms increased by 63 percent, employment grew by 4 percent, and sales increased by 2 percent. <sup>2</sup> (footnote)

In Riverside alone, there are currently over 23,000 active business licenses on file with the Riverside Business Tax License Office.

Not surprising, the small business owner is becoming a regular customer at the library. Several years ago, I participated in the LSTA Grant “Services for Small Businesses in a Box” where I helped train librarians in answering the ever increasing number of business questions coming from the small business community. The number one question on everyone’s mind was “where can I find free money to finance my business”? Of course, there is no “free money” but there are many free and reputable resources available to help get your business off the ground.

- I want to open a beauty salon in Riverside. Where do I begin?
- How can I check to see if a business name is already being used in California?

- How many women-owned businesses are located in Riverside County?
- What government grants are available to a new business in Southern California?
- I am planning to start a home-base business. Is there any information that I can download that will assist me?
- Where can I obtain a tax or business license to sell stuff on the internet?
- I am attempting to write a business plan for the auto restoration industry. Where can I find information such as current size, growth potential, industry trends, etc?
- How do I start a non-profit foundation or charity in California?
- I read about several franchise opportunities in the local paper. What are the advantages and disadvantages of owning a franchise?

To address these questions and other information needs, I have provided a selective list of small business resources (books and Web sites) which I hope you find useful.

Books:

1. The 200 Best Home Businesses: Easy to Start, Fun to Run, Highly Profitable. by Katrina Z. Jones. Call Number: R 658 0412 JON 2005
2. Ultimate Book of Home-based Franchises 2005/2006, by Rieva Lesonsky. Call Number: R 658.8708 LES 2005
3. Financing the Small Business, by Charles H. Green. Call Number: R 658.1522 GRE 2003
4. Small Business Sourebook. 19th Ed. Call Number: R 658.022 SMA 2005
5. Encyclopedia of Small Business. Call Number: R 658.022 HIL
6. The Complete Idiot’s Guide to Business Plans, by Gwen Moran. Call Number: R 658.4 MOR 2005

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ARTS & CULTURE SPOTLIGHT

Riverside Celebrates 50 Years of Relations with Sendai, Japan

Riverside will be celebrating the 50th anniversary of its historic sister-city relationship—the oldest in the nation—with Sendai, Japan from Mar. 20-24, 2007. The Sendai celebrations will include the dedication of a Japanese Garden—Sendai’s gift to Riverside—a Trade and Technology conference at the University of California, Riverside, and a special Sendai performance of the Riverside County Philharmonic. An official and citizen delegation of 34 headed by former Sendai Mayor Hajimu Fujii will be attending the 50th anniversary celebrations.

Events held downtown include:

Tuesday, March 20  
1 - 2:30 p.m.

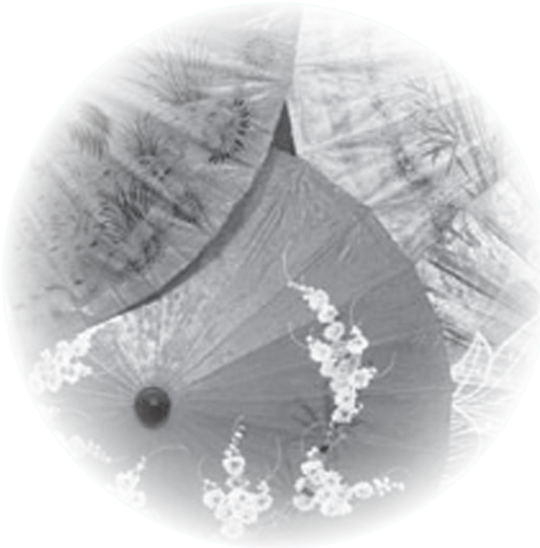
Dedication of the Japanese Garden in White Park and presentation of the Giant Orange, “Sister Cities Across the Seas” by Mayor Ronald O. Loveridge and the Riverside City Council to former Sendai Mayor Hajimu Fujii and the visiting Sendai delegation. The event will be held in White Park, downtown Riverside on Market Street between 9th and 10th Street, and is free to the public.

**6:30 p.m.**  
Mayor Ronald O. Loveridge will present former Sendai Mayor Hajimu Fujii with the key to the City of Riverside at the Art Pick Council Chambers, Riverside City Hall, 3900 Main Street. The event is free to the public.

**7:30 p.m.**  
The International Relations Council will hold a welcoming dinner for the Sendai delegation at the Riverside Marriott, 3400 Market Street. The cost for tickets is yet to be determined.

**Wednesday, March 21  
6 - 9 p.m.**  
The Riverside Metropolitan Museum will hold a reception for the Sendai delegation at the Museum at 3580 Mission Inn Avenue. The event is free to the public.

**8 p.m.**  
The Riverside Community Players will present “*The Tea House of the August Moon*” at the Community Players Theatre, 4026 14th St. Tickets are \$15.



**5 - 7 p.m.**  
The Riverside Art Museum will hold an “Art Alive” reception and exhibition at the Museum at 3425 Mission Inn Ave. The event is free to the public.

**8:30 - 10:30 p.m.**  
Riverside County Philharmonic Sendai performance will be held at the Riverside Community Arts Association, 3870 Lemon Street. The event is free to the public.

**March 20 - 25**  
Exhibition titled, “Sendai-Riverside Views—Works by young artists from Riverside and Sendai,” held at the Riverside Community Arts Association Gallery at 3870 Lemon Street.

**Saturday, March 24**  
The Sendai 50th celebrations will conclude with “Art Alive,” a Japanese themed performing and visual art exhibition at the Riverside Art Museum, and a special Sendai performance of the Riverside County Philharmonic.

For a complete listing of events, visit <http://www.sendaicelebration.org/schedule.php>.

